



# Invest in the Benefits of Mobility



Mobile Intel®  
Pentium® 4 Processor - M  
Do More. Carry Less.

Mobile Computing  
for Large Business



m

“...[M]obile computing has the potential to change the very nature of a company: it will streamline and improve the productivity of the workforce; produce efficient business processes...and improve the way companies reach and service consumers.”

—“Mobile Computing: Uncovering the Real Value,”  
Economist Intelligence Unit, October 30, 2001 (Copyright 2001)



# Mobility is a Smart Investment

Return on investment (ROI) is the key decision driver for most large businesses—and IT investments are no exception. As companies worldwide recognize the benefits of mobile computing and the strong ROI it delivers, their IT departments are investing in notebook computers for an increasingly large percentage of the workforce.

Employees using notebooks can significantly increase their productivity, with more efficient communication, seamless collaboration, easier access to information and more rapid customer response. And the greater flexibility that mobile computing allows brings increased employee satisfaction. The result is a substantially higher Total Benefit of Ownership (TBO).

Meanwhile, the Total Cost of Ownership (TCO) for notebooks is decreasing, driven by lower hardware costs, platform standardization and reduced technical support costs. In addition, a more experienced workforce requires less training, and more reliable operating systems minimize downtime.

With higher TBO and lower TCO, the choice to deploy mobile PCs is clearly a smart business decision—one that will benefit both your workforce and your bottom line.

*“Mobile PCs allow our employees to be more productive and our representatives to maintain closer contact with customers...”*

*—Bob Jorgensen, Sr. Manager of Communications, Boeing*



## The Wireless Future

A growing number of businesses are using wireless LANs to keep their employees connected to their network and the Internet, no matter where they are. Mobile PC users with wireless connectivity realize additional productivity gains.

A 2001 Sage Research\* report, based on interviews with 20 large North American companies, identified quantifiable time savings resulting from wireless usage in corporations— an additional eight hours per week of productivity when using mobile PCs and a corporate wireless LAN.

# Mobile Intel® Pentium® 4 Processor - M

## For the Highest ROI

Deploying Mobile Intel® Pentium® 4 Processor - M-based notebooks throughout your company will provide the highest ROI on your mobile investment. Your employees will be able to take advantage of evolving business usage models that enhance productivity and efficiency, raising TBO. And your TCO will be lower as a result of the stability, security and safety offered by the Mobile Intel® Pentium® 4 Processor - M and the Mobile Intel® 845MP chipset.

## Higher TBO

### High Performance

Based on Intel's 0.13 micron process technology and Intel® NetBurst™ microarchitecture, the Mobile Intel® Pentium® 4 Processor - M delivers a higher level of mobile performance. It provides superior capabilities for multimedia and graphics-intensive applications, and easily handles high intensity collaboration tools, such as streaming video and real-time video conferencing. In addition, it enables processor-intensive "background computing" tasks like encryption, compression, virus scanning and client management. With increased processing efficiency and responsiveness, wait time is minimized and productivity maximized.

### Extended Battery Life

The Mobile Intel® Pentium® 4 Processor - M incorporates advanced mobile features to extend battery life, allowing mobile users to be productive both in and out of the office. Enhanced Intel® SpeedStep™ Technology helps to optimize application performance and power consumption. Deeper Sleep Alert State, a dynamic power management mode, adjusts voltage during even the briefest periods of inactivity, including micro-seconds between keystrokes. And the Mobile Intel® 845MP chipset offers a Mobile Clock Manager that reduces chipset power during periods of low activity.

### Thinner, Lighter Systems

Innovative Intel® Micro FCPGA packaging technology allows the processor to fit into smaller form factors, including both full-size and thin-and-light notebooks—without sacrificing

performance. With great portability, Mobile Intel® Pentium® 4 Processor - M-based notebooks provide the flexibility and freedom to get the job done, anytime and anywhere.

### Seamless Connectivity

The Mobile Intel® Pentium® 4 Processor - M enables mobile users to maintain a productive, more secure working environment whether wired or wireless. It delivers the battery life necessary for an optimal wireless experience, as well as the processor performance required by evolving security applications, such as encryption, virus scanning and Virtual Private Networks (VPN). In addition, the Mobile Intel® 845MP chipset supports the latest connectivity requirements with integrated wired LAN and modem interfaces.

## Lower TCO

Intel's stable platforms, combined with next generation operating systems, help lower your total cost of ownership. The Mobile Intel® Pentium® 4 Processor - M and the Mobile Intel® 845MP chipset create a stable platform, reducing deployment times and qualification costs. The reliability of the Intel® mobile platform, combined with next generation operating systems, decreases administrative and technical support costs. With integrated LAN, audio and modem interface, the Mobile Intel® 845MP chipset decreases platform costs. And the Intel name means a safe technology investment, now and in the future.





## Evolving Business Usage Models

With the Mobile Intel® Pentium® 4 Processor - M, you can leverage the power of visual computing, XML, CRM and other advanced technologies to connect across your enterprise. Employees can create, communicate, collaborate, access critical content and serve customers from anywhere, dramatically enhancing organizational effectiveness.

### Creation

- Create graphics-intensive, multimedia presentations, even while on the road
- Design complex mathematical models, use 3D solids rendering and CAD outside of the typical workstation environment

### Communication and Collaboration

- Communicate seamlessly with colleagues using face-to-face video conferencing
- Collaborate efficiently with real-time document sharing and interactive joint development

### Content Access and Storage

- Access time-sensitive, business-critical content anytime, anywhere with a more secure wireless network connection
- Store data on one powerful device for immediate retrieval

### Customer Orientation

- Improve customer satisfaction by accelerating response time and problem resolution
- Use powerful enterprise software applications to manage and synchronize customer interaction, sales and enterprise resources across channels

#### Intel Mobile Solutions Raise TBO

High Performance  
Extended Battery Life  
Thinner, Lighter Systems  
Seamless Connectivity

#### Intel Mobile Solutions Lower TCO

Lower Capital Expenditures  
Stable, Reliable Platform  
Reduced Qualification Costs  
Decreased Technical  
Support Costs

# Mobile Computing is Good for the Bottom Line

According to research by Gartner Consulting, business users with a notebook computer who spent 20% or more of their time out of the office realized a minimum annual dollar benefit of \$34,560 in productivity gains and efficiency savings<sup>†</sup>. In addition to dollar-based benefits, companies realize qualitative benefits, such as increased employee satisfaction resulting from greater flexibility and freedom. These are significant increases in TBO.

Along with the rise in TBO, the total cost to own mobile PCs has fallen dramatically since 1998. Gartner Consulting research shows that notebook PC TCO for a road warrior such as a traveling salesperson dropped 29% from 1998 to 2001<sup>†</sup>.

Business users with mobile PCs quickly recoup the slightly higher TCO of mobile PCs compared to desktop PCs through productivity improvements. Recent research by Gartner Consulting indicates that it takes slightly less than four weeks for a road warrior to recoup the additional TCO of a mobile PC over a desktop PC<sup>††</sup>. Data such as this underscores the strong ROI that mobile computing brings to today's corporations.

**Productivity** is measured by the hours gained when a notebook user is more productive in a given location—the client's workplace, in-transit or at home.

**Efficiency** is measured by the time saved by eliminating specific business tasks and/or being able to expedite specific activities, such as faster decision making and answering urgent messages more quickly.

*"We think that there are significant benefits associated with wireless for Kellogg and that these benefits greatly outweigh the incremental costs associated with deploying wireless."*

—Catherine Grimsted, Associate Dean of Finance and Technology, Kellogg Graduate School of Management

## Total Benefit of Ownership (TBO) Increasing

### Annual Dollar Benefit of Notebook Ownership

| User Profile          | Weekly Hours<br>productivity gains +<br>efficiency savings | Annual Dollar Benefits<br>(productivity and efficiency <sup>**</sup> ) |
|-----------------------|--|--|
| Sales Force-wired     | 20   | \$37,344   |
| Executive-wired       | 18   | 64,248   |
| Professional-wired    | 18   | 34,560   |
| Professional-wireless | 25.5   | 48,672   |

Source: Gartner Consulting (May 2001)

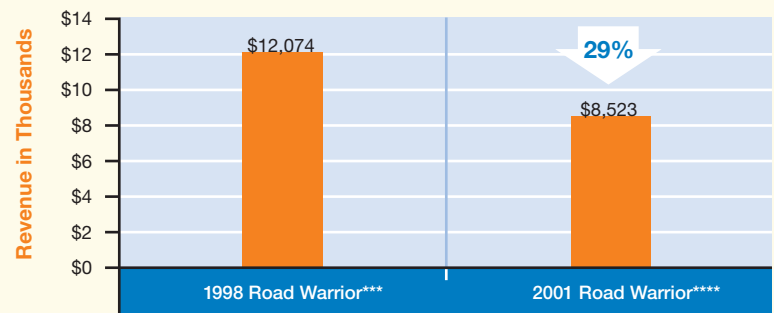
<sup>\*\*</sup> Hours saved from increased productivity and efficiency were converted to annual dollar benefit using a \$38 burdened salary rate for Sales Force-wired, Professional-wired and Wireless; \$80 per hour for Executive-wired. These results reflect best practices by the users interviewed. Gartner expects these results to vary based on specific business conditions, infrastructure, and other operational factors.

Professional wireless users with notebooks reported 41% higher productivity gains and efficiency savings than wired professionals with notebooks.

Source: Gartner Consulting (May 2001)

## Total Cost of Ownership (TCO) Decreasing

### Road Warrior Total Annual TCO Notebook Results 29% TCO Reduction 1998–2001



Source: Gartner Consulting (May 2001)

\*\*\* Road Warrior with Windows<sup>®</sup> 98 and lower level of company best practices.

\*\*\*\* Road Warrior with Windows<sup>®</sup> 2000 and higher level of company best practices. Best practices rated included platform standardization, service desk problem resolution and enterprise policy management.

<sup>†</sup> These interview-based results may differ from Gartner's published research positions.

<sup>††</sup> This assumes a \$38/hour burdened salary rate for the Road Warrior and that the Road Warrior saves 20 hours per week due to improved productivity and efficiency savings by using a notebook.



Invest in the Mobile Intel® Pentium® 4 Processor - M—to give your company the advanced mobile technologies necessary to succeed in today's fast-paced business environment.

For more information, visit us on the Web at [www.intel.com/ebusiness/mobile](http://www.intel.com/ebusiness/mobile)

# Put the Benefits of Intel® Mobile Computing to Work For Your Business

Deploying Mobile Intel® Pentium® 4 Processor - M-based notebooks will open up a new world of productivity, efficiency and flexibility for your company—with performance to meet the challenges of today's increasingly competitive business environment.

With higher TBO and lower TCO, going mobile with Intel is a great decision. Talk to your PC supplier to find the best Intel® mobile solution for your business.

**For more information, visit us on the Web at [www.intel.com/ebusiness/mobile](http://www.intel.com/ebusiness/mobile)**



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